

Rep Order# 9788494 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/10/2012 1:17 PM  
Last Received: 08/10/2012 1:08 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

48721  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

SKED B \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR OBAMA SKED B PLS CF ASAP-THX

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	1	M-TH	5A-530A	NEWS	P2	:30	\$600.00	08/13-08/16	1	1	1	\$600.00	
	2	M-TH	530A-6A	NEWS	P1	:30	\$750.00	08/13-08/16	1	1	1	\$750.00	
	3	M-TH	6A-7A	NEWS	P2	:30	\$800.00	08/13-08/16	1	1	1	\$800.00	
	4	M-TH	7A-9A	NEWS	P2	:30	\$400.00	08/13-08/16	2	1	2	\$800.00	
	5	M-TH	9A-10A	DR'S	P2	:30	\$350.00	08/13-08/16	2	1	2	\$700.00	
	6	M-TH	12P-1230P	NEWS	P1	:30	\$1,400.00	08/13-08/16	2	1	2	\$2,800.00	
	7	M-TH	1230P-130P	Y&R	P1	:30	\$850.00	08/13-08/16	2	1	2	\$1,700.00	
	8	M-TH	3P-4P	LETS MAKE A DEAL	P2	:30	\$400.00	08/13-08/16	1	1	1	\$400.00	
	9	M-TH	4P-5P	NEWS	P2	:30	\$1,100.00	08/13-08/16	2	1	2	\$2,200.00	
	10	M-TH	5P-530P	NEWS	P2	:30	\$1,200.00	08/13-08/16	1	1	1	\$1,200.00	
	11	M-TH	530P-6P	NEWS	P2	:30	\$1,400.00	08/13-08/16	1	1	1	\$1,400.00	

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LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	12	M-TH	6P-630P	NEWS	P2	:30	\$1,500.00	08/13-08/16	1	1	1	\$1,500.00	
	13	M-TH	630P-7P	NEWS	P2	:30	\$1,200.00	08/13-08/16	1	1	1	\$1,200.00	
	14	M-TH	7P-730P	INSIDE EDITION	P2	:30	\$1,100.00	08/13-08/16	1	1	1	\$1,100.00	
	15	M-TH	730P-8P	ET	P2	:30	\$1,100.00	08/13-08/16	1	1	1	\$1,100.00	
	16	M-TH	11P-1135P	NEWS	P3	:30	\$1,700.00	08/13-08/16	2	1	2	\$3,400.00	
	17	M-TH	1135P-1235A	NIGHTLINE Letterman	P2	:30	\$550.00	08/13-08/16	1	1	1	\$550.00	
	18	TU	9P-10P	NCIS-LA	P2	:30	\$3,500.00	08/14-08/14	1	1	1	\$3,500.00	
	19	TU	10P-11P	UNFORGETTABLE	P2	:30	\$3,000.00	08/14-08/14	1	1	1	\$3,000.00	
	20	SA	6P-630P	NEWS	P3	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	
	21	SU	630P-7P	NEWS	P3	:30	\$600.00	08/12-08/12	1	1	1	\$600.00	

---REPORT TOTALS---

Report Totals: 27 / \$29,700.00

---SALES MONTHLY TOTALS---

Aug 12: 27 / \$29,700.00

Sales Totals: 27 / \$29,700.00

Station Totals: 27 / \$29,700.00

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Salesperson FAX# 202-955-5348

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$78,158

CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPC	30%
WKRC	38%	WLWT	16%	WSTR	3%	WXIX	12%		

Books null  
Demos RA35+

# Spot Manager: All, 08/11/12-08/16/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 48721												
<b>Line: 1</b>												
08/14/12	Tuesday		:30	\$600.00		5a Good Morn Cincinnati	(5:00:00 AM-5:30:00 AM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
<b>Line: 2</b>												
08/15/12	Wednesday		:30	\$750.00		5a Good Morn Cincinnati	(5:30:00 AM-6:00:00 AM	OBAMA FOR AMERICA-B	1596	P-1	1	MWAS
											1	
<b>Line: 3</b>												
08/13/12	Monday	5:57:16 AM	:30	\$800.00		6a Good Morn Cincinnati	6:00 AM-7:00 AM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
<b>Line: 4</b>												
08/14/12	Tuesday		:30	\$400.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
08/15/12	Wednesday		:30	\$400.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA FOR AMERICA-B	1596	P-2	2	MWAS
											2	
<b>Line: 5</b>												
08/14/12	Tuesday		:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA FOR AMERICA-B	1596	P-2	2	MWAS
08/15/12	Wednesday		:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											2	
<b>Line: 6</b>												
08/14/12	Tuesday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA FOR AMERICA-B	1596	P-1	2	MWAS
08/15/12	Wednesday		:30	\$1,400.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA FOR AMERICA-B	1596	P-1	1	MWAS
											2	
<b>Line: 7</b>												
08/14/12	Tuesday		:30	\$850.00		Local 12 News at Noon	12:30 PM-1:30 PM	OBAMA FOR AMERICA-B	1596	P-1	2	MWAS
08/15/12	Wednesday		:30	\$850.00		Local 12 News at Noon	12:30 PM-1:30 PM	OBAMA FOR AMERICA-B	1596	P-1	1	MWAS
											2	
<b>Line: 8</b>												
08/15/12	Wednesday		:30	\$400.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
<b>Line: 9</b>												
08/14/12	Tuesday		:30	\$1,100.00		4p Local 12 News at Four	4:00 PM-5:00 PM	OBAMA FOR AMERICA-B	1596	P-2	2	MWAS
08/15/12	Wednesday		:30	\$1,100.00		4p Local 12 News at Four	4:00 PM-5:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											2	
<b>Line: 10</b>												
08/14/12	Tuesday		:30	\$1,200.00		5p Local 12 News at Five	5:00 PM-5:30 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
<b>Line: 11</b>												
08/13/12	Monday	5:56:36 PM	:30	\$1,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
<b>Line: 12</b>												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/11/12-08/16/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 48721												
Line: 12												
08/14/12	Tuesday		:30	\$1,500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 13												
08/13/12	Monday	6:44:13 PM	:30	\$1,200.00		CBS Evening News	6:30 PM-7:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 14												
08/15/12	Wednesday		:30	\$1,100.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 15												
08/15/12	Wednesday		:30	\$1,100.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 16												
08/15/12	Wednesday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	OBAMA FOR AMERICA-B	1596	P-3	1	MWAS
08/16/12	Thursday		:30	\$1,700.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	OBAMA FOR AMERICA-B	1596	P-3	2	MWAS
											2	
Line: 17												
08/14/12	Tuesday		:30	\$550.00		Letterman	11:35 PM-12:35 XM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 18												
08/14/12	Tuesday		:30	\$3,500.00		Tue Reg 2	9:00 PM-10:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 19												
08/14/12	Tuesday		:30	\$3,000.00		Tue Reg 3	10:00 PM-11:00 PM	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
											1	
Line: 20												
08/11/12	Saturday		:30	\$400.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA FOR AMERICA-B	1596	P-3	1	MWAS
											1	
Line: 21												
08/12/12	Sunday		:30	\$600.00		630p Local 12 News Sun	6:30 PM-7:00 PM	OBAMA FOR AMERICA-B	1596	P-3	1	MWAS
											1	
											27	
											27	
											27	
											27	
											27	

[Filtered by: ] [Sorted by: Station]